MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

PMA 0013 – MEDIA APPRECIATION

(All Sections / Groups)

18 October 2016
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including the cover page with 6 Questions only.

2. In **Section A**, answer **TWO** out of **FOUR** questions.
   In **Section B**, answer **ALL** questions. All questions carry equal marks.

3. Please print all your answers in the answer Booklet provided.

*Section A: Answer **only TWO (2) of the following FOUR (4)** questions.*
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

Briefly explain, how the revolution of media, specifically the printing press in the fourteenth century and photography in the nineteenth century, continues to have great impact on the development of modern society and culture?

(10 pts)

Question 2

How does the computer media revolution affect all stages of communication in our modern society?

(10 pts)

Question 3

What is the difference between New Media and Traditional Media? Support your answers with relevant examples.

(10 pts)

Question 4

"What's interesting about the shift to a technological age is we keep inventing new media forms. And what's even more interesting is seeing these new media reinvent itself as it penetrates culture."

i. **Identify two types of new media.**
ii. **Explain with examples what is meant by new media.**
iii. **Describe with examples how new media forms has affected culture.**

(10 pts)

Continued .....

*Section B: Answer **all TWO (2)** questions.*
Answer the questions and print your answers clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question 1

Discuss the elements or aspects that influence the relationship between Facebook and its audience.

In your answer, you should:

i. **describe at least ONE aspect of the relationship.**
ii. **explain how and why this aspect connects Facebook and its audience.**
iii. **examine at least ONE possible implication of this relationship.**
iv. **include specific examples you have encountered to support your answer.**

(10 pts)

Question 2

The *Uses and gratifications theories* were developed decades ago.

1. **Identify how this theory can be used today.**
2. **Why do you think they are still relevant for modern mass media?**

(10 pts)

End of Paper.